

Mark Scheme (Results)

January 2012

PL Travel and Tourism (TT201)
Paper 01 Journeys and
Destinations in Travel and Tourism

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Section A

Question Number	Answer	Mark
1 (a)	<p>No marks for choosing the accommodation-should be Christmas Cottages.</p> <p>Allow maximum of 2 marks for giving reasons for Hotel Santa Claus</p> <p>Award up to 3 marks for each developed explanation.</p> <p>Maximum of 2 marks for identification or description e.g</p> <p>Christmas Cottages</p> <ul style="list-style-type: none"> • The accommodation offers two bedroom cottages (1) which sleep up to 4 adults and 2 children, the size of their party (1) • This accommodation would suit the group best because the group wants lots of snow based activities(1) and this is 300m from the slopes which will make it easier for Mr Halliday to go skiing(1) plus there are lots of other snow activities such as tobogganing (1) that the whole family can enjoy together(1) • The group asked for half board and even though these are self catering they do include half board option(1) also there are two separate bedrooms which will suit four adults(1) as they will not be cramped or in a lounge others walk through (1) • Santa Claus Hotel does have lots of activities that do suit children(1) such as a theme park(1) but not specifically snow related which is what the family wanted(1) 	(6)

Question Number	Answer	Mark
1 (b)	<p>Award up to 3 marks for a developed explanation.</p> <p>Maximum 2 marks for identification or description.</p> <p>e.g</p> <ul style="list-style-type: none"> • When Mr Nelson goes golfing, which he wants to, Mrs Nelson can spend some time in the spa relaxing(1) which should help her forget her stressful job(1) • As they are both into sports they may sometimes get injured and having a spa will ease their sore muscles(1) and help them get better quicker(1) • Mr and Mrs Nelson said they have stressful jobs(1) so having the spa should help them to relax(1) and forget about the stresses back home(1) 	(3)

Question Number	Answer	Mark
1 (c)	<p>Award up to 3 marks for each developed explanation. Maximum of 2 marks for identification or description e.g</p> <ul style="list-style-type: none"> • Mr and Mrs Nelson said they were stressed so activities such as golf and scuba diving(1) should help them forget about their jobs(1) • The resort has five star services(1) which will be a very different environment from back home(1)which is what they wanted from their holiday to forget about their jobs(1) • There are a lot of sports available such as golf and tennis(1).This is good because they want to keep fit(1)and they both say they enjoy sports(1) 	(6)

Question Number	Answer	Mark
1 (d)	<p>Award up to 3 marks for a developed explanation. Maximum 1 mark for description only. e.g</p> <ul style="list-style-type: none"> • This is a big resort with lots of facilities and restaurants (1) which means lots of visitors will not go out of the hotel and spend their money on local services(1) which means that the local population doesn't benefit from the tourists(1) • Many resorts like this one are owned by multinational companies(1) so most money spent in them does not stay locally(1) it goes back to the country where the resort has its headquarters (1) 	(3)

Question Number	Answer	Mark
2 (a)	<p>Up to 2 marks available for naming items for each person</p> <p>Example answers include:</p> <p>Mr Malik</p> <ul style="list-style-type: none"> • Skiing on the expert ski runs • Paragliding • Skidoo riding <p>Mrs Malik</p> <ul style="list-style-type: none"> • Skiing on the beginner slopes • Beginner ski lessons • Using fitness centre • Swimming • Ice-skating <p>Shabaz</p> <ul style="list-style-type: none"> • Snowboarding lessons/Child board • Ice skating • Skidoo riding • Climbing • Ice driving • Snowshoeing <p>Luma</p> <ul style="list-style-type: none"> • Mini Skiing • Papi penguin and snuggle clubs • Whizz kids (0) 	(8)

Question Number	Answer	Mark
2 (b)	<p>Award 2 mark for correct answer. Award 1 mark for correct components identified but wrong calculation.</p> <p>Lift pass/board tuition: £150/£129 (1)</p> <p>Total: £279 (1)</p>	(2)

Question Number	Answer	Mark
2 (c)	<p>Award 1 mark for each correctly identified timing</p> <p>Train departs London Victoria 12.00 (1)</p> <p>Train arrives London Gatwick 12.30 (1)</p>	(2)

Section B

Question Number		Answer
3 (a)		<p>Up to 8 marks available for developed discussion. Max 2 marks in total for identification only. Maximum 3 marks if not applied to the Great Barrier Reef.</p> <p>Positive impacts may include:</p> <ul style="list-style-type: none"> • Employment in the park and tourism industry • Money for local people • Environmental protection for the reef • Investment into facilities and infrastructure <p>Negative impacts may include:</p> <ul style="list-style-type: none"> • Pollution • Damage to the reef • Disturbance to wildlife such as turtles and whales • Chemicals in the water • Impact on local aboriginal traditions and culture
Level	Mark	Descriptor
	0	No rewardable material
1	1-3	Basic responses that are mainly descriptive. Little understanding of the positive or negative impacts. The response is brief and descriptive. May be limited to 1 aspect of impact.
2	4-6	Responses with some discussion and some application. Shows some understanding of the positive and or negative impacts. There are some relevant ideas and concepts with some development.
3	7-8	Focussed responses with developed discussions. Demonstrates a balanced understanding of both the positive and negative impacts with a reasoned development.

Question Number	Answer	Mark
3 (b)	<p>Up to 3 marks available for explanation. Max 1 marks for description only.</p> <p>e.g</p> <ul style="list-style-type: none"> • Tourist tax (1) • Raising awareness (1) of the importance of sustainable development(1) • Sets goals to further minimise negative impacts(1) such as raising awareness/developing funds/tour operator guidelines (1) this makes it more likely action will be taken (1) • Uses range of actions(1) such as laws, zoning plans and permits(1) which will better control negative tourism impacts (1) 	(3)

Question Number	Answer	Mark
3 (c)	<p>Up to 3 marks available for points identified Maximum 1 mark if not applied</p> <p>E.g</p> <ul style="list-style-type: none"> • Use less chemicals (1) • Don't take coral home as a souvenir(1) • Don't anchor on the reef with your boat(1) • If you dive, don't touch the coral(1) • Educate your children about the reef environment(1) 	(3)

Question Number	Answer	Mark
3 (d)	<p>Up to 3 marks available for explanation. Max 1 mark for description only.</p> <p>e.g</p> <ul style="list-style-type: none"> • Increasingly Liverpool is becoming reliant on tourism for its economy(1) and business travel, especially conferences, brings many business tourists to the city(1) who will spend more money on accommodation, eating out and attractions.(1) • Tourism is one part of the economy that recession can easily affect(1) however conferences tend to happen anyway(1) and it is a way Liverpool can recession proof its tourism economy(1) 	(3)

Question Number	Answer	Mark
3 (e)	<p>Up to 3 marks available for explanation. Max 1 mark for description only.</p> <p>e.g.</p> <ul style="list-style-type: none">• UNESCO world heritage status was awarded to the city in 2004 (1) because of its monuments and grade 1 listed buildings(1), many tourists now want to see this impressive waterfront location.(1)• Liverpool as European Capital City of Culture 2008(1) attracted many tourists, both domestic and international (1). This put Liverpool on the map for people who had a negative view of the city which had previously put them off visiting.(1)	(3)

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